

Performance Advertising Network

Reach a Wide Audience with PPC Advertising

Performance-driven advertising campaigns on our monitored ad network are an effective way to expand your reach into your customer base. Here's why:

- We maintain an extensive network of quality distribution partners
- We have over 400 million searches per day on our network
- We offer highly competitive CPC prices



Keyword PPC Advertising

Reach your audience with LookSmart's Pay-Per-Click (PPC) keyword search advertising network. Whether you are launching a new product, building a brand, or looking to drive more traffic to your website, we can help you get there.

Contextual Advertising

In addition to keyword PPC advertising programs, advertisers can extend their reach and grow their customer base with text-based contextual ads.

Contextual advertising is simply a method of distributing ads beyond search engine results pages, by placing ads on websites related to what you sell. This helps you, the advertiser, get closer to a user who is farther down the research and/or purchase cycle.

Take advantage of this performance-driven advertising solution today!

Contextual advertising can easily be implemented within existing keyword PPC campaigns to begin working for advertisers.

Targeting Potential Customers

LookSmart's keyword PPC programs let you connect with your audience using targeting options that give you control over when and where your ads appear:



Smart Match
Focus your reach



Broad Match
Expand your reach



Negative Match
Exclude unwanted matches

- **Smart Match** gives you the most precise control over how and when your ads appear. Our ad server intelligently matches your keywords to users' queries by taking care of common misspellings, shared "root" words, and different word orders.
- **Broad Match** matches the widest range of queries, allowing you to display your ads to a broad audience.
- **Negative Match** allows you to refine your Broad Match keywords by eliminating queries that are not relevant to your line of business.

LookSmart's Traffic Management team works to further optimize the distribution of your ads to only include the websites that deliver the kind of performance you require to meet your campaign ROI goals.